AMENDMENTS TO THE CLAIMS

1.-111. (Canceled)

112. (Previously Presented) A method of watermarking title data with identification data, the method comprising the steps of:

identifying a plurality of possible placement locations in the title data based on characteristics of the title data;

selecting a plurality of placement locations from the plurality of possible placement locations;

randomly selecting a plurality of number to frequency modulation relationships; and

frequency modulating at least a portion of the title data at each of the plurality of selected placement locations with the identification data using one of the selected plurality of number to frequency modulation relationships.

113. (Previously Presented) The method as claimed in claim 112, further comprising the steps of:

generating a watermarking key that is a combination of the customer identification data and an identifier of the randomly selected plurality of number to frequency modulation relationships; and

storing the watermarking key in a secure database.

114. (Original) The method as claimed in claim 113, wherein the step of generating the watermarking key includes generating a unique watermark key for each watermarked title data.

115. (Original) The method as claimed in claim 112, wherein the title data is audio title data.

116. (Original) The method as claimed in claim 115, further comprising the step of decoding at least a portion of the audio title data.

117. (Previously Presented) The method as claimed in claim 115, wherein the step of identifying a plurality of possible placement locations includes scanning the audio title data to determine a plurality of locations where a frequency deviation between channels of the audio title data is less than a predetermined frequency deviation or the frequency modulation of the audio title data is not discernible to a human ear.

118.-119. (Canceled)

120. (Previously Presented) The method as claimed in claim 117, wherein the step of scanning includes selecting a channel of the audio title data as a reference channel, and selecting another channel of the audio title data to be frequency modulated as a watermarked channel.

121. (Original) The method as claimed in claim 120, wherein the reference channel and the watermarked channel are randomly changed.

122. (Previously Presented) The method as claimed in claim 115, further comprising the step of encoding the audio title data after the step of frequency modulating.

123. (Previously Presented) The method as claimed in claim 122, further comprising the step of combining the frequency modulated audio title data with a remainder of the audio title data to provide watermarked audio title data.

124. (Previously Presented) The method as claimed in claim 116, further comprising the step of combining the frequency modulated audio title data with corresponding video title data to provide watermarked title data.

125. (Previously Presented) The method as claimed in claim 112, wherein:

the frequency modulated title data is provided as watermarked title data; and

the method further comprises the step of storing reference title data for use when decoding the watermarked title data.

126. (Previously Presented) The method as claimed in claim 112, wherein:

the frequency modulated title data is provided as watermarked title data; and

the method further comprises the step of burning a selected medium with the watermarked title data.

127. (Previously Presented) The method as claimed in claim 112, wherein:

the frequency modulated title data is provided as watermarked title data; and

the method further comprises transmitting the watermarked title data to a customer.

128. (Original) The method as claimed in claim 112, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

129. (Original) The method as claimed in claim 112, further comprising the step of decoding encoded title data to provide the title data.

130. (Previously Presented) The method of watermarking title data of claim 112, wherein randomly selecting a plurality of number to frequency modulation relationships comprises selecting an entry of a set of encoding relationships, the entry including random information specifying a selection of placement locations from the plurality of placement locations.

131. (Previously Presented) The method of claim 130, wherein each of the encoding relationships comprises the plurality of number to frequency modulation relationships.

132. (Previously Presented) The method of claim 131, wherein selecting a plurality of placement locations comprises selecting a plurality of placement locations using information stored in the selected entry of the set of encoding relationships.

133. (Previously Presented) Computer-readable medium comprising watermarked title data that is watermarked with an identification code, the title data having at a plurality of locations the identification code modulated on the title data, with a different modulation scheme at each of the plurality of locations creating a random relationship between the identification code and modulation at each of the plurality of locations, and each of the plurality of locations being a random location within a group of available placement locations at which the watermarked title data has properties meeting at least one criterion.

134. (Previously Presented) The computer-readable medium of claim 133, wherein the title data is audio data and the modulation schemes used to modulate the title data alter the title data by a sufficiently small amount that the modulated data is not perceptible to a human listener of the audio title data.

135. (Previously Presented) The computer-readable medium of claim 133, wherein the computer-readable medium comprises a physical medium.

136. (Previously Presented) The computer-readable medium of claim 134, wherein the computer-readable medium comprises a computer disk.

137. (Previously Presented) The computer-readable medium of claim 133, wherein the computer-readable medium comprises data transmitted over a network.

138. (Previously Presented) The computer-readable medium of claim 133, wherein the plurality of locations have random positions on the computer-readable medium.

139. (Previously Presented) The computer-readable medium of claim 133, wherein the different modulation schemes are random.

140. (Currently Amended) A method of watermarking title data with identification data, the method comprising:

identifying a plurality of locations in the title data based on properties of the title data;

randomly selecting a subset of placement locations from the plurality of identified locations;

for each [[of]] placement location in the subset:

(i) randomly selecting one of a plurality of [[a]] number to frequency modulation relationships;

(ii) modulating the title data at the placement location with the identification data based on the selected number to frequency modulation relationship; and

storing an indication of the [[the]] randomly selected subset of placement locations and randomly selected number to frequency modulation relationships.

141. (Previously Presented) The method as claimed in claim 140, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

142. (Previously Presented) The method as claimed in claim 115, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

143. (Previously Presented) The method as claimed in claim 117, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

144. (New) The method as claimed in claim 112, wherein the step of identifying a plurality of possible placement locations includes scanning the title data to identify locations based on a frequency deviation.

145. (New) The method as claimed in claim 144, wherein selecting a plurality of placement locations comprises randomly selecting a subset of the plurality of possible placement locations.

146. (New) The method as claimed in claim 112, wherein selecting a plurality of placement locations comprises randomly selecting a subset of the plurality of possible placement locations.